

NETWORK FOR TARGETING INDIVIDUAL
OPERATING A MICROCOMPUTER REGARDLESS OF HIS LOCATION

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ABSTRACT OF DISCLOSURE

A network adapted to target an individual operating a microcomputer that is microwave linked to an Internet highway to offer this individual goods or services appropriate to his needs that are available at a place within reach of the individual's present location. The microcomputer is provided with a GPS receiver that indicates the present location of the individual, this location and the identity of the individual being transmitted from the microcomputer to a web site on the highway. At the web site, a computer associated with a data bank storing the profiles of a multitude of consumers is programmed to find out whether the identified individual is included in the data bank, and to determine from his profile whether there are available at a place reachable from his present location appropriate goods or services. If a match is found, an offer to supply such goods or services is conveyed from the web site to the microcomputer.